

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: David Beran

DATE: August 21, 1992

FROM: Alejandro Lopez

SUBJECT: **Marketing Perceptions - \$8,350**

Project:

Attached for your approval is a Letter of Agreement between Marketing Perceptions, Inc. and Philip Morris to conduct a total of two focus groups for New Flavor Brainstorming.

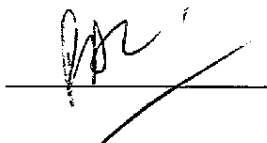
Budget:

The cost of conducting this research is \$8,350 and will be covered by the 1992 Consumer Research budget.

Competitive Bid:

Marketing Perceptions, Inc. was selected as the supplier for this project due to their expertise in conducting this type of research.

Alejandro Lopez



David Beran



# 87

2045725065